

PUBLIC PROMTPRESS REPORT

Channel audit

SOTA



@sotaproject

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SUBSCRIBERS

103 323

+120 per month

ERR (% SEE POSTS)

9.0%

in 24 hrs **7.5%**

REACH/POST

9K

ad reach **7.7K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 103 323 —	 SUBS REACH 8.76% avg % subs see post	 VIEWS/POST 9K median 8.8K · 22 days	 POSTS/DAY 34.5 ~241 per week
 7D TREND — no data for period	 REACTIONS/POST 147.0 total 113,634 reactions, 34,578 reposts, 0 comments	 POST LENGTH 781 chars median 991 · 22 days	 POSTS ANALYZED 773 22 days
 AD REACH 7.7K 24h avg	 CHURN / MONTH +120 last month	 CITATION RATE 2 814 citation index · 7,229 channels mentioned ever	 CHANNEL AGE 8 years 1 month created 27.05.2018

AI EDITOR SUMMARY

Channel «SOTA» – 103 323 subs. Each post averages 9K people (9% of subs), reach is low – consider expanding audience. Publishes 241 posts per week (~34/day) – very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **773** posts over 22 days.
- 02 Dominant format – **Photo** (349/773 posts).
- 03 Avg post length – **781** chars (median 991).
- 04 Peak audience activity – **Saturday**, 00:00 MSK.
- 05 Top posts get **6x** more views than the weakest (32.8K avg for top vs 5.6K for worst) – among 773 posts over 22 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 16:27 PHOTO Updated ! Russian opposition achieved partial success in PACE: amendment on access to banking services for victims...	VIEWS 47 658 REPOSTS 84	REACTIONS 133 ER 46.1%
Nº2 10.07 · 11:04 PHOTO Dmitry Muratov asked to open criminal case against Kadyrov, Malofeev and Medvedev for calls to use nuclear weapons In...	VIEWS 25 439 REPOSTS 223	REACTIONS 358 ER 24.6%
Nº3 04.07 · 14:31 PHOTO «О-о-о-о!»: на политика Игоря Драндина составили протокол о «нежелательности» за комментарии к твитам «Соты» Как рассказал недавно...	VIEWS 25 372 REPOSTS 93	REACTIONS 97 ER 24.6%

Nº4

08.07 · 07:50

VIDEO

В Москве арестован генеральный секретарь ЦК КПСС Так называет себя 80-летний Владимир Корякин – участник движения «граждан СССР»...

VIEWS

22 445

REACTIONS

164

REPOSTS

309

ER

21.7%

Nº5

11.07 · 19:08

TEXT

В Италии раскрыли сеть шпионов, работавших на Россию Итальянская прокуратура расследует деятельность предполагаемой шпионской сети...

VIEWS

21 025

REACTIONS

140

REPOSTS

100

ER

20.3%

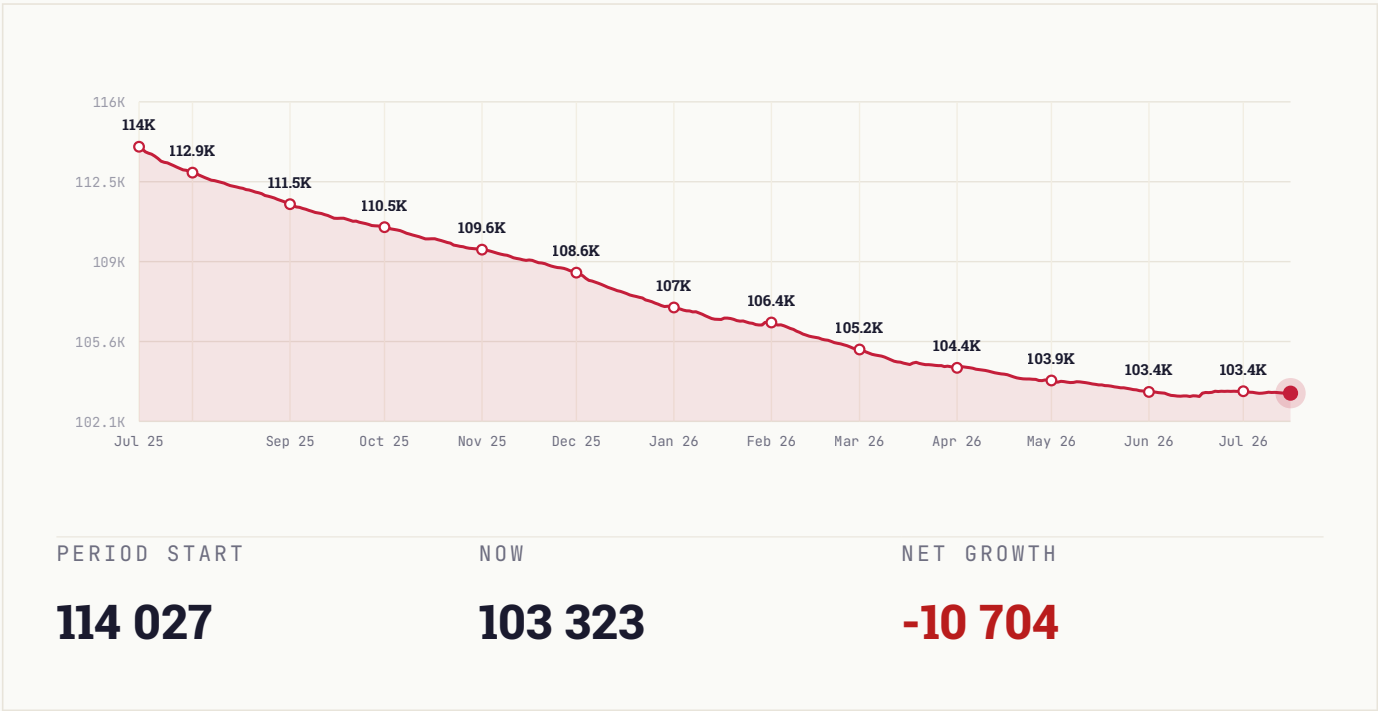
WORST 3

↓ 09.07 · 11:00 TEXT Iran struck US bases in Kuwait and Bahrain Iran announced an attack on US military facilities in Kuwait and Bahrain in response to...	VIEWS 6 689 REACTIONS 58 REPOSTS 3 ER 6.5%
↓ 09.07 · 15:44 PHOTO Editor-in-chief of Sapa Media Alina Dzhikaeva to be released from pre-trial detention on July 12 The investigation withdrew the motion to extend Dzhikaeva's arrest, writes...	VIEWS 6 447 REACTIONS 40 REPOSTS 7 ER 6.2%
↓ 25.06 · 16:56 TEXT 👤 Today at 8 PM – join the stream. Alexey Obukhov and Petr Ivanov will discuss → latest PACE news and → share what's...	VIEWS 3 544 REACTIONS 29 REPOSTS 2 ER 3.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

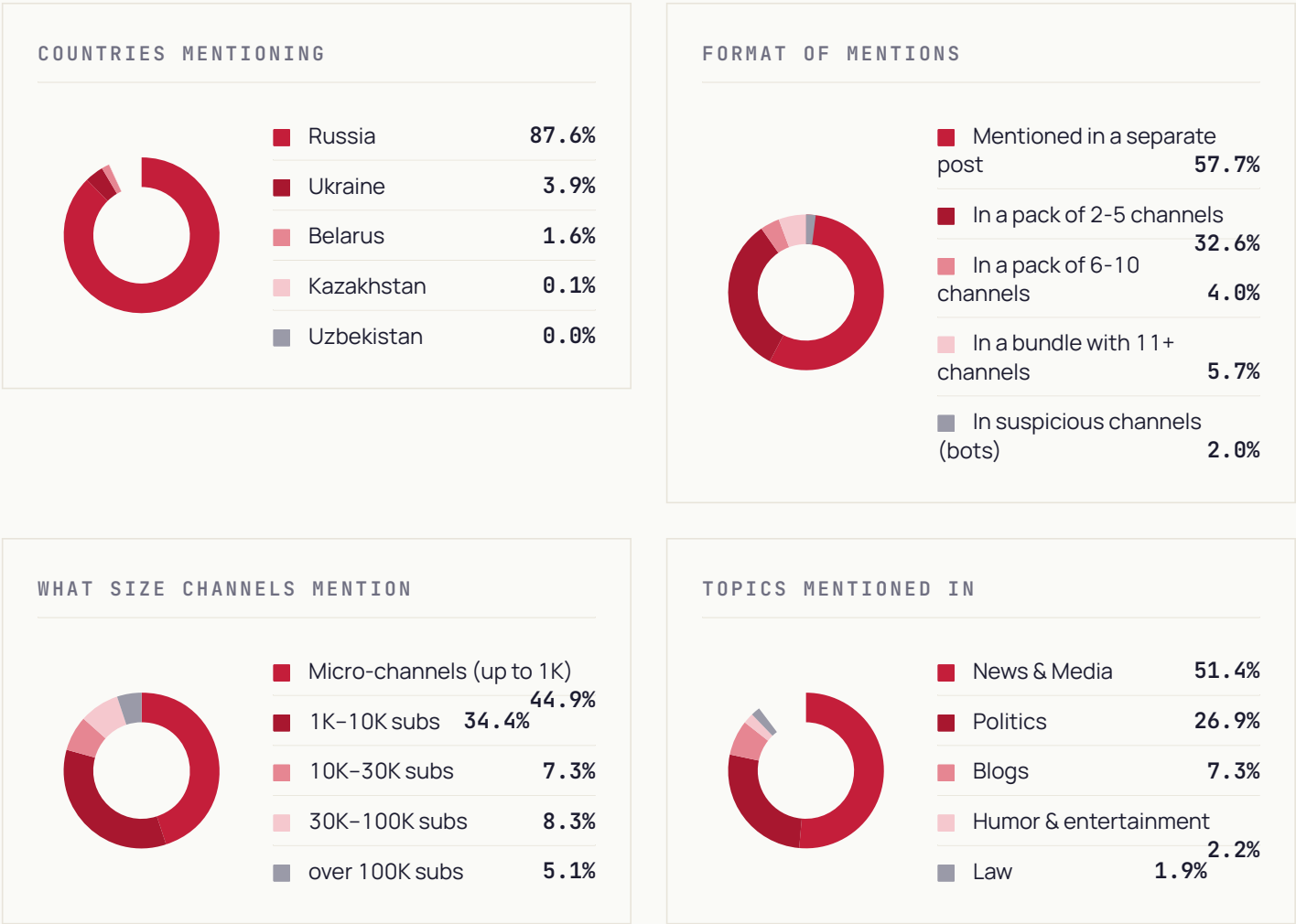
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · CITATIONS

Who mentions the channel and how

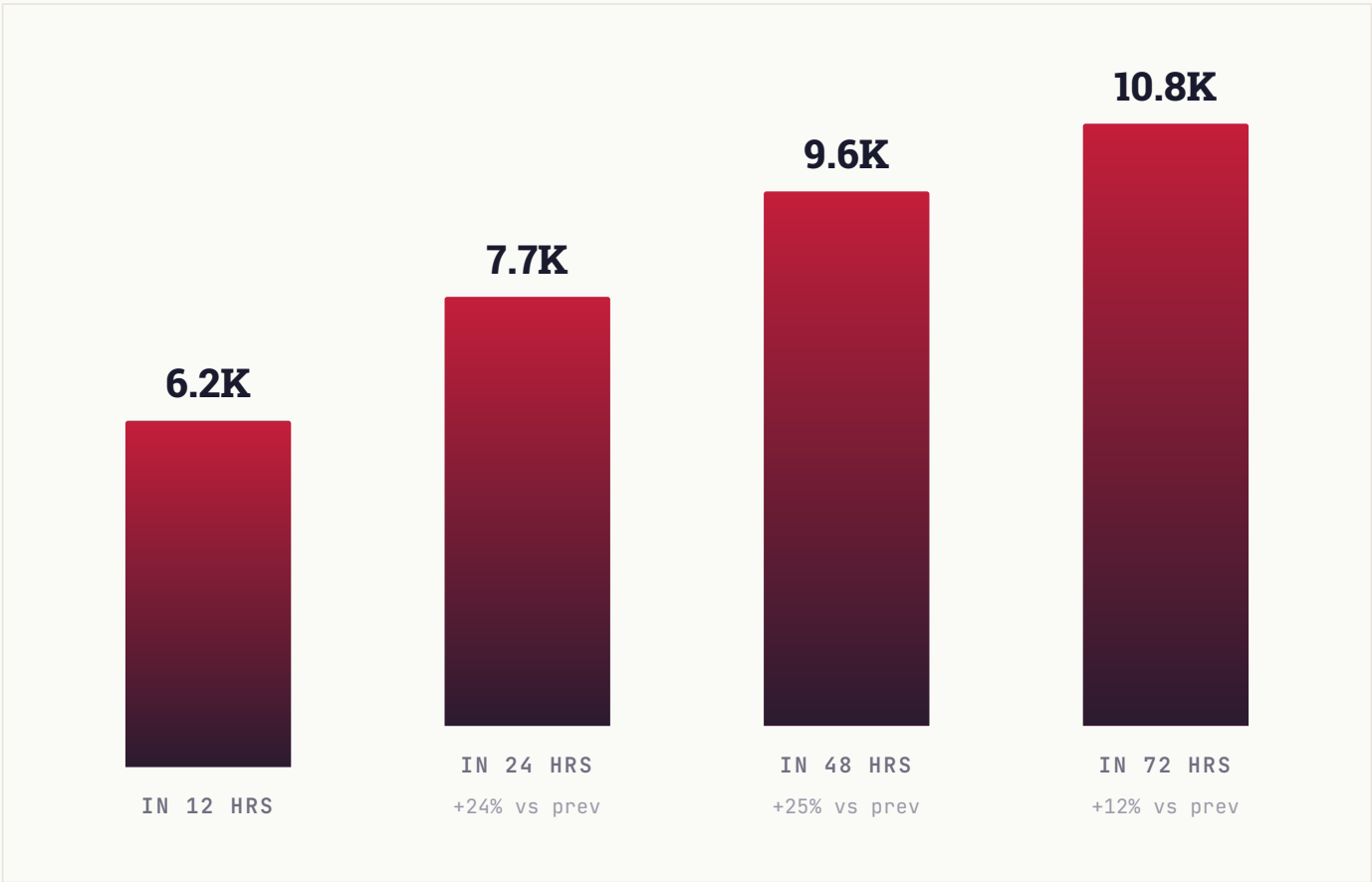
Citation index **2 814** — channel popularity rating based on mentions. Considers both count and weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **7 229** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.4M
کا کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Труха ⚡ Україна	3.1M
SO SOTA YOU	103.3K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), median top-97: 1.3M. First goal: enter top-97 via systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **2 827**, they brought **238** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	590	153	188	
December 2025	595	147	12	
Nov 2025	553	150	20	
Oct 2025	455	147	10	
Sep 2025	316	121	8	
August 2025	318	138	0	

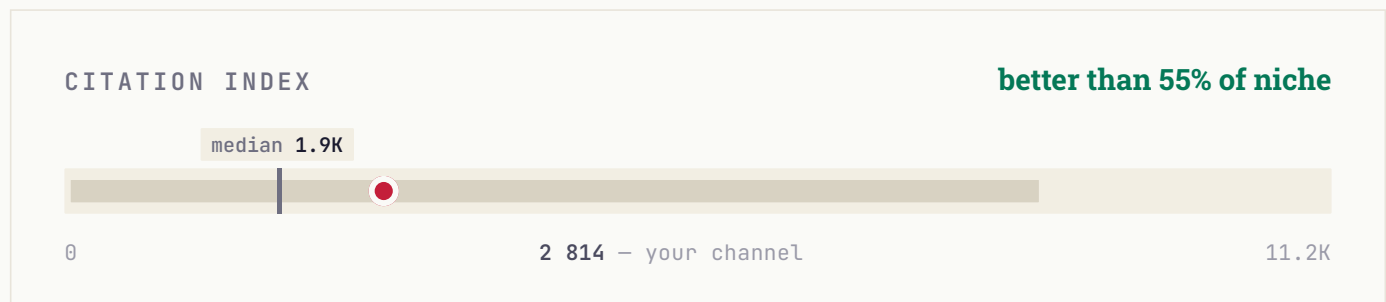
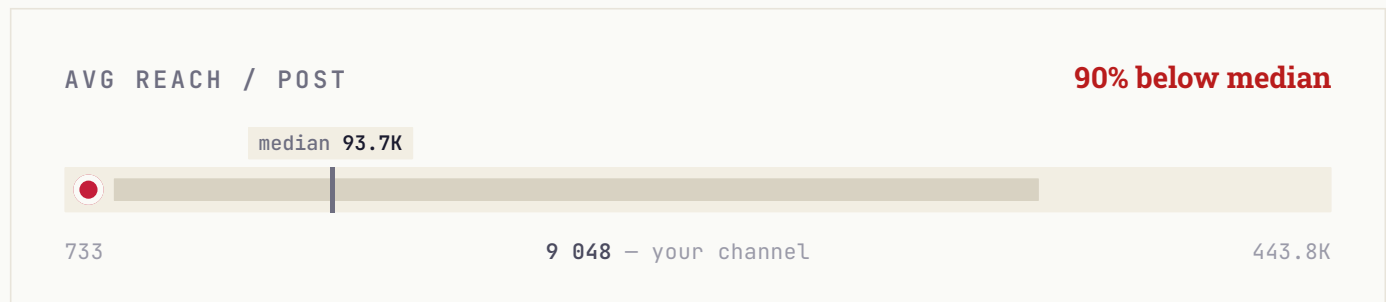
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
2 827	6	238

Where channel ranks in its league

SUBSCRIBERS 92% below median

median 1.3M

498.9K 103 323 — your channel 4.1M



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit next month.

01

Top post of the week — on Saturday

On this day at 00:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
